

# 2022 ANNUAL REPORT



**BHP**

lotterywest





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*Celebrate WA wish to acknowledge the traditional custodians of the land we meet on for all the Festivals. We wish to acknowledge and respect their continuing culture and the contribution they make to the life of this State. Paying our respects to Elders past, present and emerging.*



# CHAIRMAN'S MESSAGE

## MICHAEL ANGHIE

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In 2022, Western Australians came out in force to celebrate WA Day like never before.

With the easing of Covid restrictions in April and May, more than 225,000 people took the opportunity to come together and enjoy the many free Festivals held across our State to celebrate WA Day. This year's WA Day Festival became the largest events program held in WA since the pandemic, with many more thousands flocking to enjoy the incredible entertainment offered in regional communities including Albany, Carnarvon, Geraldton, Kalgoorlie, Newman, Port Hedland and Fremantle. These events continue to play a role in promoting inclusiveness, participation and cultural appreciation in our communities, giving Western Australians the chance to gather and reflect on just how lucky we are to be living in this great State.

The 2022 WA Day Festival reached new heights (literally), with the State's biggest ever Drone Light Show taking to the skies above Perth and Port Hedland. An incredible 500 drones were choreographed to visually spell out the stories of WA overhead, accompanied by an amazing custom-made soundtrack that had audiences captivated.

Held this year at The Burswood Peninsula, the WA Day Festival in Perth attracted over 200,000 visitors - the largest attendance figure recorded. After contending with two years of Covid turbulence, the music scene was reignited with some big name WA acts and local artists taking to the stage to thrill crowds with a series of stunning live performances.

Audiences were treated to amazing sets from musicians including Birds of Tokyo, Eskimo Joe, Jebediah, One True North, Supathick, Alter Boy, Banjo Lucia, the Struggling Kings and Darcie Haven.

Many Festival goers also took the opportunity to immerse themselves in indigenous storytelling by attending the 'Wadjuk Dreaming' performances. Screened in a specially constructed dome, these animated short films were a celebration of Whadjuk Noongar history and provided an amazing experience for audiences wishing to 'hear yarns around the campfire.'

As always, the diverse range of free, family entertainment proved a hugely popular part of this year's WA Day Festival. There was something for everyone to enjoy with a range of fantastic entertainment, attractions and activations for all ages.

While there were no awards held in 2022 due to uncertainty around Covid, to mark the 50th anniversary of the Western Australian of the Year (WAOTY) Awards a special souvenir magazine was produced and distributed inside The West Australian newspaper.

More than 20,000 educational colouring-in books were sent to schools, helping kids across our State celebrate WA in a fun and creative way.

Of course, the WA Day Festival wouldn't be possible without the ongoing support of our amazing sponsors and partners. The Celebrate WA Board wishes to acknowledge the significant contributions made by our major sponsors – BHP, Lotterywest and the Government of Western Australia. Your generous support continues to make WA Day the success that it is.

With 2023 rapidly approaching, plans are already underway to make our next WA Day Festival and 2023 WAOTY Awards bigger and better than ever. Nominations are now open across all seven categories and the online form can be found at [celebratewa.com.au/waoty-nomination-2023/](https://celebratewa.com.au/waoty-nomination-2023/)

I look forward to seeing all communities across the State uniting and coming together next year to celebrate all we have to be grateful for, especially the fact we are all lucky enough to call WA home.

**MICHAEL ANGHIE**

Celebrate WA Chairman



# CELEBRATE WA BOARD MEMBERS



**Michael Anghie**  
CHAIRMAN

Michael Anghie is Group Chief Executive Officer of APM, the world's largest mission-driven human services organisation, operating from 1,195 locations across eleven countries with a team of more than 10,300 employees.

Globally, APM teams support over 1.1 million people of all ages and stages each year to improve their lives through service offerings which include assessments; allied health and psychological intervention; medical, psycho social and vocational rehabilitation; vocational training and employment assistance; and community based support services.

Prior to joining APM in April 2018, Michael held a number of senior leadership roles in Australia and overseas at global professional services firm, Ernst & Young. Michael holds a Bachelor of Business from Curtin University and is a Member of CEOs for Gender Equity in WA and an Ambassador for the New Colombo Plan.



**Maryna Fewster**  
BOARD MEMBER

Maryna Fewster is the Chief Executive of Seven West Media WA and had previously been the company's Chief Operating Officer. Prior to joining Seven West Media, she was Chief Operating Officer of iiNet and held senior executive roles in the Telecommunications sector in Australia and New Zealand for over two decades. Maryna is a Non-Executive Director of Crown Resorts Perth and a Trustee of The Channel 7 Telethon Trust.



**Meath Hammond**  
BOARD MEMBER

Meath Hammond is currently BHP's Head of Corporate Affairs for Western Australia. Immediately prior to taking on this role he was based in Houston, Texas where he held a number of positions at BHP including Head of Corporate Affairs for North American Shale & Minerals.

Before joining BHP, Meath worked at Woodside Petroleum for ten years and was based in Perth and Karratha.

Meath has previously served as a Director on the David Wirrpanda Foundation, a Board Member on the UWA Business School and was inaugural Chairman of the Pilbara Australian Technical College. He is currently on the Board of the Port Hedland Industries Council and the Committee for Perth and is a CEDA Trustee.



# CELEBRATE WA BOARD MEMBERS



## **Fiona Kalaf**

BOARD MEMBER

Fiona Kalaf is CEO APM Employable Me at APM, the world's leading mission-driven human services business operating in ten countries. Fiona is also a Director of Perth Festival and a former Director of Healthway. She has held numerous senior executive and directorship roles, including CEO of Lifeline WA and Youth Focus, executive roles at Wesfarmers and HBF, and Chair of the Art Gallery of WA.

Fiona holds a Bachelor of Arts, a Bachelor of Architecture and a Master of Business Administration (Advanced). Fiona has also completed the Strategic Perspectives in Nonprofit Management course at Harvard Business School.



## **Professor Bruce Robinson AM**

BOARD MEMBER

Bruce Robinson was named Western Australian of the Year in 2013 and has since been honoured with an Order of Australia (AM) for his service to the community, particularly in the fields of medicine, research and training.

Bruce is a Professor of Medicine and a leading physician-researcher with many scientific discoveries to his name. He has led a research team for many years studying ways of getting the immune system to attack tumours and also studies asbestos cancers. He also founded the award-winning Fathering Project which works mostly through schools to help fathers become better dads and father-figures.

Bruce has received multiple accolades including the international Wagner Medal, the Premier's Science Award, as well as RACP, AMA and TSANZ Medals for his achievements.



## **Mark McCrory**

BOARD MEMBER

Mark McCrory has been the General Manager of the Channel 7 Telethon Trust since December 2019.

Prior to joining Telethon, he held several executive positions at the City of Joondalup for more than a decade and was a journalist before joining the local government sector.

Mark is a Graduate of the Australian Company Directors Course (GAICD) and also sits on the ECU Business and Law Advisory Board.



## **Tanya Eales**

### **BOARD MEMBER**

Tanya Eales is the current Group Executive General Manager People and Culture at NRW Holdings.

Prior to joining NRW, she held several executive positions at WesTrac and Woolworths Group, responsible for the strategic direction and delivery of the People and Culture plans across many businesses.

Tanya is a passionate West Australian is looking forward supporting CWA in its quest to celebrate everything great about this state.



## **Scott Jones**

### **BOARD MEMBER**

Scott Jones is the current Group CEO for Navitas and current Chairman for Snap Fitness 24/7.

Prior to joining Navitas, he was the CEO of SAE Institute and a Graduate of Curtin University with Bachelor of Commerce, Management and Marketing.

Scott is also a Graduate of the Australian Company Directors Course (GAICD) and is looking forward to contributing to the CWA strategic vision.



## **James Hookway**

### **HONORARY TREASURER**

James is the Financial Accounting Manager at Seven West Media WA and a member of CPA Australia. James has over 15 years of experience in financial reporting and business improvement across retail, mining services, travel and financial services industries. A proud West Australian born and bred in Perth, James's passion towards making WA great transpires in everything he does both personally and professionally.



# ABOUT WA DAY

Celebrate WA is a not-for-profit organisation responsible for the annual WA Day celebrations, recognising excellence in all fields of endeavour, and encouraging pride in all things Western Australian.

Whether it's appreciating our rich culture, talented musicians, world class food and wine, blue skies and fresh air, iconic landmarks or the standout achievements of our citizens, WA has so much to celebrate on this special day.

In April 2012, Foundation Day was changed to WA Day following bipartisan political support. This heralded a new era in which WA Day was acknowledged as an inclusive celebration of our Aboriginal history, European settlers and the many people and cultures that make WA such a unique place to live.

WA Day is powered by partnerships. Events of this scale and significance are only possible through the support of our sponsors, and together we achieve:

## OUR PURPOSE



### CIVIC PRIDE

in our community; celebrating what it means to be Western Australian.



### CELEBRATE OUR HISTORY

by increasing awareness and discussion around our heritage, culture and diversity, identity and location.



### COMMUNITY PARTICIPATION

focussing on regional and remote Western Australia.



### ABORIGINAL ENGAGEMENT

by acknowledging the contributions made by Aboriginal people to WA.



### SOCIAL INCLUSION

through uniting diverse people and cultures, and acknowledging Aboriginal people as the traditional landowners.



### PROMOTE EXCELLENCE

through celebrating inspirational Western Australians who deliver positive outcomes for our State.







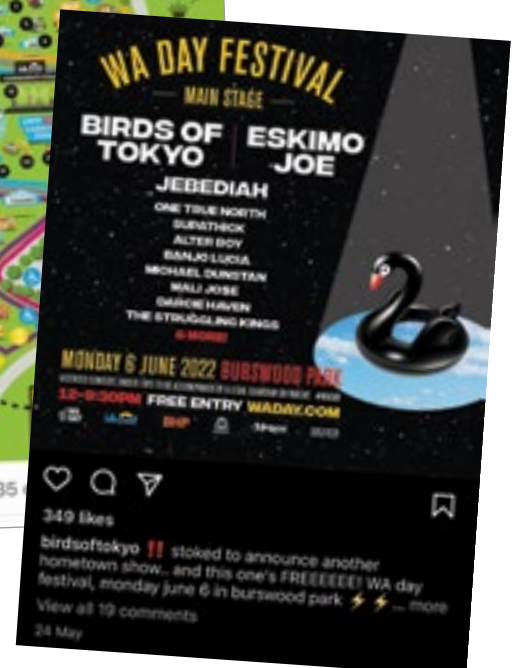
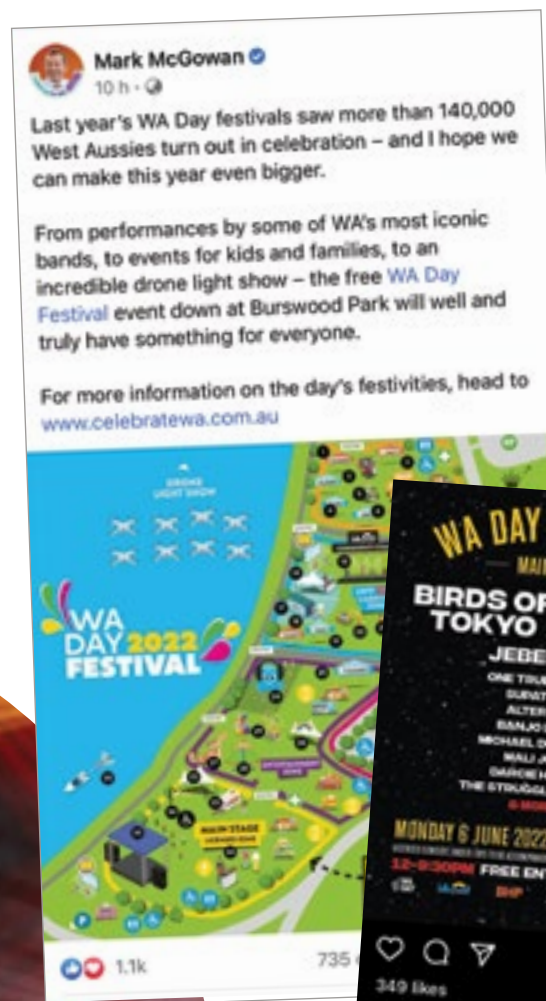
# HIGH PRAISE

AS RESTRICTIONS AND CHALLENGES FROM THE PANDEMIC EASE, OUR STATE WAS ONE OF THE FIRST TO EXPERIENCE THE EXCITEMENT AND CELEBRATION SPARKED BY BRINGING PEOPLE TOGETHER, UNITED IN CELEBRATION ACROSS EIGHT FANTASTIC WA DAY FESTIVALS THROUGHOUT OUR STATE.

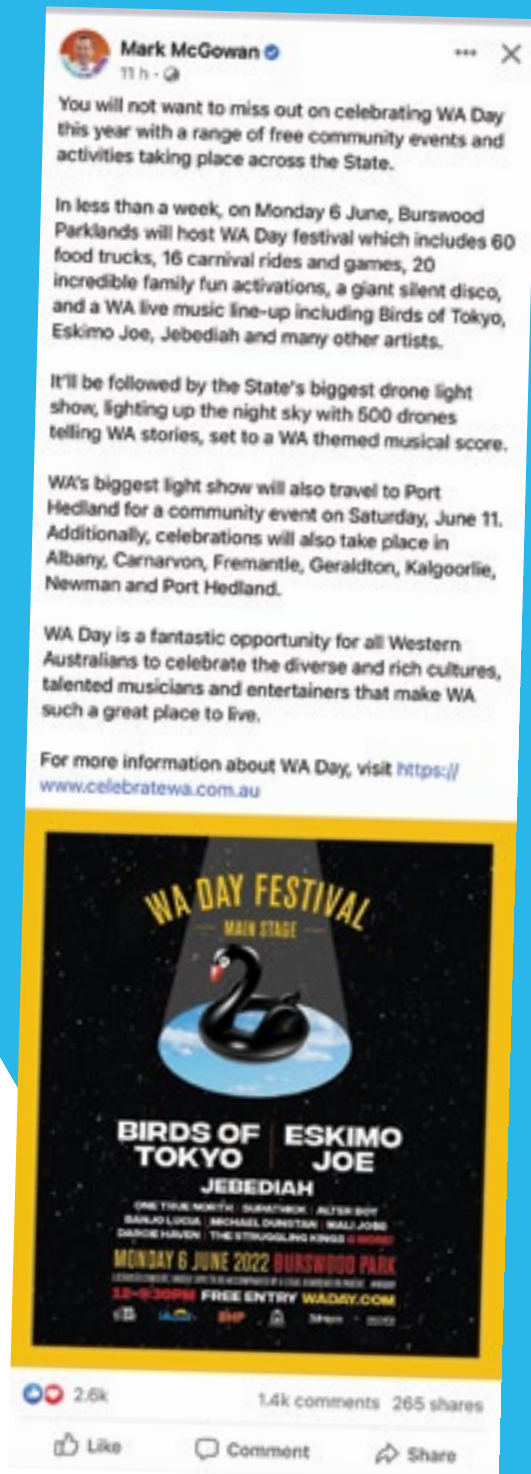


*"The WA Day event provides an important opportunity for the community to come together, reflect on WA's rich history, and foster social inclusion and civic pride, all while supporting the many WA businesses involved in events of this magnitude."*

*Michael Anghie, Celebrate WA Chairman.*







## JOHN ZACCARIA

ZACCARIA CONCERTS.

*As an independent WA company, we were honoured to be part of WA Day and its live music stage component. The performances went a long way to mitigating the negatives of the last few years and cultivated the positive impacts of music. Congratulations to all involved.*

## ANNA AITKEN

BHP COMMUNITY RELATIONS.

*Congratulations on a fantastic event – it was so great, and everyone from BHP who attended said it was the best one yet!*

## ALICE TOWNLEY

WA DAY ATTENDEE.

*Crazy busy, although so worth it.*

## SHANE HAYES

COMMUNITY DEVELOPMENT  
TOWN OF PORT HEDLAND.

*People came in their thousands to enjoy the bouncy castles, food, live entertainment and The Drone Light Show! A fantastic family event that was enjoyed immensely by the Hedland community.*

## KEVIN MITCHELL

JEBEDIAH.

*There is a real parochial spirit here. We like to think WA's isolation has pulled people together in a unique way.*

## DARCEY HAVEN

WA MUSICIAN.

*WA should stand for 'Wickedly Awesome'.*

# 2022

## BIGGEST WA DAY EVER

TOTAL  
ATTENDANCE

224,697 **60%**  
↑  
FROM 2021

FESTIVALS  
STATE WIDE

8 EVENTS

TOTAL ECONOMIC  
IMPACT

\$333.8M **39%**  
↑  
FROM 2021

DIRECT  
ECONOMIC IMPACT

\$11.3M

TOTAL  
MEDIA VALUE

\$7M **18%**  
↑  
FROM 2021

TOTAL MEDIA  
REACH & IMPACT

30.3M

Of all respondents agreed  
that it's important we celebrate Western Australia.

92%

Learnt something new and felt  
more connected to WA's Aboriginal culture.

67%



# WA DAY FESTIVAL AND DRONE LIGHT SHOW

## ATTENDANCE SPLIT

**PERTH - 200,059**

**SATELLITE - 24,638**

## EVENTS REINVIGORATED

1,044 Staff & Volunteers  
178 Talent & Live Performances  
237 Activations & Attractions  
111 Food Trucks

## EVENT EXPERIENCES

205K+ Drone Light Show Spectators  
64K+ Main Stage Music Experiences  
82K+ Carnival Ride Experiences  
112K+ Arts & Cultural Experiences

## ATTENDEE MOTIVATION

74% Free Drone Light Show  
49% Free Family Fun  
45% WA Live Music  
34% WA Food Trucks

Of attendees who  
rated their experience  
as 'Good' or 'Excellent'



# WESTERN AUSTRALIAN OF THE YEAR CELEBRATING 50 YEARS

## 50TH ANNIVERSARY MAGAZINE

**520,000**

**DISTRIBUTED**

**623,000**

**READERSHIP**



## VIDEO CONTENT SERIES

9 x Video Content Pieces  
68K+ Views

## SCHOOL EDUCATION PROGRAM

60K Colouring In Books Distribution  
120K WA Day Edition Ed Magazines



# WA DAY FESTIVAL AND DRONE LIGHT SHOW

## our W Ay

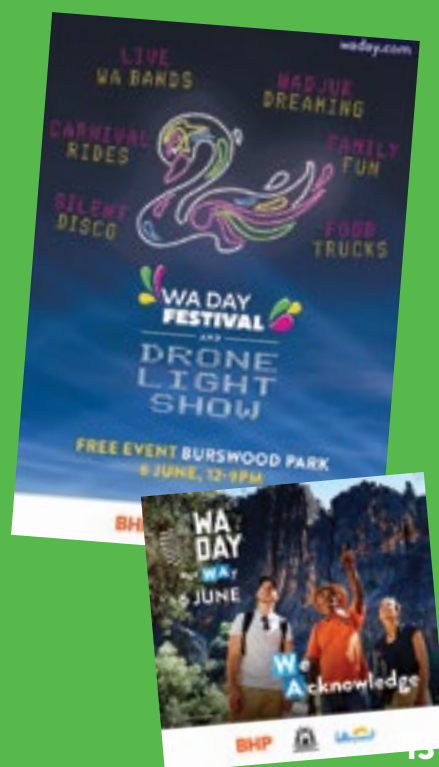
## MEDIA REACH & IMPACT

**55%**  
↑  
FROM 2021

DIGITAL	14.3M
TV	8.4M
PRINT	2.6M
SOCIAL	2.4M
RADIO	1.2M
OUTDOOR	1.4M
<b>TOTAL</b>	<b>30.3M</b>

\$2.9M PR Editorial Value

831 Broadcast Media Placements  
247 Print & Online News Stories  
1,060 Radio Spots  
647 TVC Spots





# BRAND CAMPAIGN

## Our WAY

WA Day 2022 delivered an important opportunity for Western Australians to come together, unite and celebrate the many vibrant communities that make up our great State.

It was important all celebrations were safe, appropriate and followed State Government health advice. Kicking off celebrations, a brand campaign titled “Our WAY” was developed to raise awareness of WA Day and what it means to be Western Australian.

A bespoke music piece was created by the talented Glenn Sarangapany and Ian Berney (Panda Candy) and WA Symphony Orchestra (WASO), set to stunning video footage of Western Australians excelling in their fields of endeavour.

Thanks to this wide-reaching, emotive campaign, a sense of pride and excitement was already growing in the WA community before the first people even walked through the gates on Festival Day.







VIEW OUR WAY  
COMMERCIAL





WA DAY

WA  
DAY



WA DAY  
FESTIVAL

AND

DRONE  
LIGHT  
SHOW





# EIGHT FESTIVALS STATE WIDE



HIGHLIGHT  
VIDEO

April 2022 saw restrictions in WA ease, opening up the opportunity for Celebrate WA to bring everyone together again. This year's WA Day Festival became the largest events program held in WA since the pandemic, attracting 224,697 attendees (a 60% increase on last year) across the State. Regional WA also joined in the celebrations, with crowds flocking to Festivals hosted across the WA Day week in Albany, Carnarvon, Geraldton, Kalgoorlie, Newman, Port Hedland and Fremantle.

This year's most talked-about attraction was the State's biggest ever Drone Light Show. Held at both the Perth and Port Hedland WA Day Festivals, 500 drones took to the skies for this spectacular inclusion, putting the stories and history of WA up in lights. Over 200,000 people attended the WA Day Festival and Drone Light Show across the Burswood Peninsula and surrounding areas: the biggest-ever WA Day attendance in Perth.

This year's WA Day also saw the re-ignition of WA's live music industry, with performances by local artists including Birds of Tokyo, Eskimo Joe, Jebediah, One True North, Supathick, Alter Boy, Banjo Lucia, Michael Dunstan, The Struggling Kings, Marli Jo\$e, and Darcie Haven. After two incredibly difficult years, this year's event was a fantastic opportunity for our musicians to showcase their talents to the WA community.

Festival-goers also immersed themselves in indigenous storytelling with Wadjuk Dreaming. A celebration of Whadjuk Noongar history, these animated short films were screened in a bespoke dome, giving spectators the experience of hearing 'yarns told round the campfire'.

Family friendly entertainment was once again a big part of this year's event, with a giant silent disco, the Lotterywest Community Stage filled with live entertainment, over 75 food trucks in the Woodside Eat Street, 16 carnival rides in the PerthNow Carnival Zone, plus over 25 family fun activations including Scitech, WA Museum, HBF, Channel 7, WesTrac, Blue Tree Project, Gage Roads Brewery, Coles, Telethon, APM, Constable Care and Nova.

At the WA Day Festivals, 20,000 copies of The West Australian of the Year 50th Anniversary Souvenir Magazine and 20,000 School Educational Program colouring in books were distributed.

Both these free giveaways educate and celebrate our great state and all those who contribute so much to making it so great.

~10%  
OF WA'S  
POPULATION

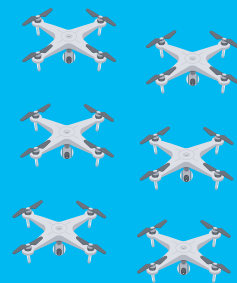
↑  
60%  
UP FROM  
2021

224,697  
ATTENDEES



# WHAT A DAY IT WAS

WA'S BIGGEST EVER  
DRONE LIGHT SHOW AND  
SURPRISE FIREWORKS



## LOTTERYWEST COMMUNITY STAGE

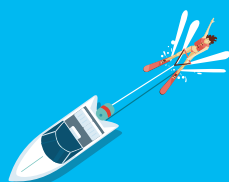


- 50+ live performers
- 10hrs of live entertainment

## ENTERTAINMENT ZONE



- 30,000+ silent disco experiences
- 60,000+ free WA Day giveaways
- 20,000+ show bags sold
- 24,000+ carnival ride experiences



ENTRY

ENTRY



ENTERTAINMENT  
ZONE

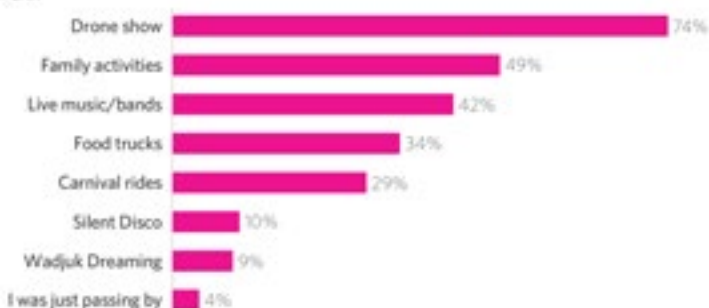
ENTRY

MAIN STAGE  
LICENSED ZONE



### WHAT WAS YOUR MAIN REASON(S) FOR ATTENDING TODAY?

Perth



Note: Survey respondents were able to select multiple options in response to this question.  
On average, each person selected 2.6 options.



## BHP FAMILY ZONE



- 54,000+ Wadjuk Dreaming experiences
- 42,000+ WA Museum and Scitech experiences
- 15,000+ WA Day Colouring Book Giveaways
- 3,500+ Sausages sizzled and sold for Telethon
- 4,000+ Constable Care safe kids wrist bands

## PERTH NOW CARNIVAL ZONE



- 38,000 carnival ride experiences
- 18,000+ positive charity interactions
- 6,500+ health and wellbeing giveaways
- 23,000+ visits to Gage Roads Bar
- 20+ WA Celebrity appearances

## WOODSIDE EAT STREET



## WOODSIDE EAT STREET

- 76 x food trucks across Festival
- 100% WA owned and operated
- 60,000+ purchases on the day

## MAIN STAGE



- 13 x WA bands & DJs
- 50,000+ spectators through licensed zone
- 8 x big screens broadcasting content
- 3,420 pieces of band merchandise sold
- 20,000+ food and beverages sold



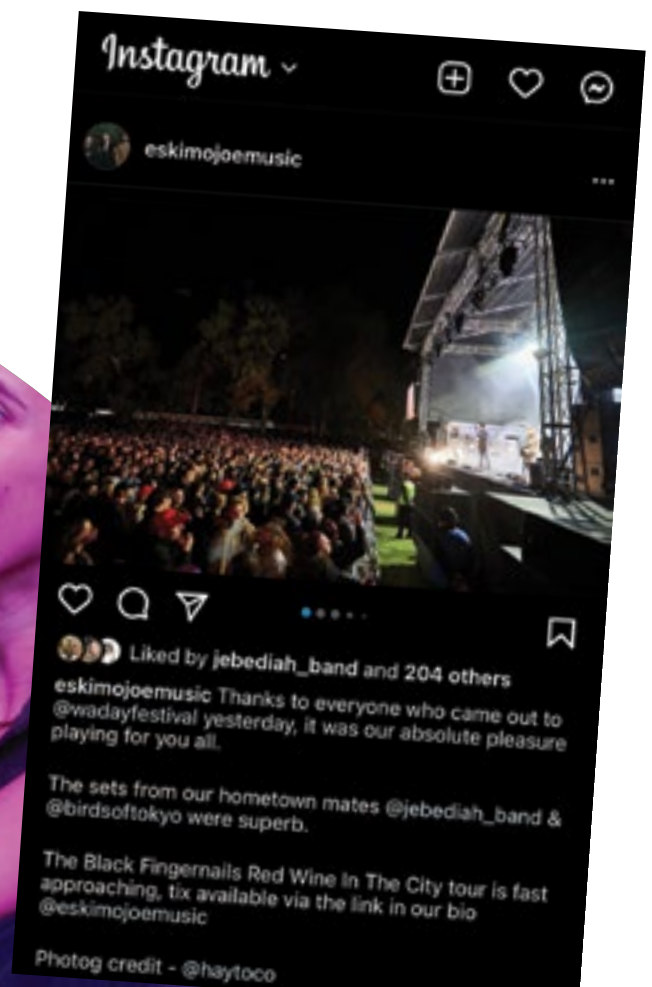
# MUSIC

## WA DAY MAIN STAGE

This year saw some of WA's hottest musical talent take to the WA Day Main Stage. Birds of Tokyo, Eskimo Joe, Jebediah, One True North, Supathick, Alter Boy, Michael Dunstan, The Struggling Kings, Banjo Lucia, Mali Jo\$e and Darcie Haven attracted over 50,000 people who enjoyed their performances throughout the day in the WA Day Main Stage Zone, while 8 big screens beamed the performances across the the WA Day Festival precinct.

WA's two biggest music promoters, Mellen Events and Zaccaria Concerts, combined forces to deliver a spectacular main stage music experience involving hundreds of artists, crew, staff and suppliers. For almost all the talent and staff, WA Day was the first major concert they'd participated in since pre-pandemic days.

A total of 11 bands, 4 DJs and over 90 support crew brought us the best WA music from 12.00noon to 10.00pm, with a break for the incredible Drone Light Show set to an anthemic playlist of 100% local artists.







*“WA Day was a charismatic collaboration of West Australian music, on stage, live and loud for tens of thousands of people. After the last couple of years, it was the shot in the arm our industry needed. So much fun to see people back at work doing what they love to do -present live music!”*

**Brad Mellen, Mellen Events.**





# SATELLITE EVENTS

## PORT HEDLAND WA DAY DRONE LIGHT SHOW AND FAMILY FUN

WA Day was celebrated in spectacular style in South Hedland at Kevin Scott Oval. The reimagined Festival featured The WA Day Drone Light Show, live entertainment and music on the Lotterywest Community Stage, fun activities in the BHP Family Zone, 12 food trucks in Woodside Eat Street, while thousands enjoyed the many market stalls and free activations all supported by the generosity of sponsors.

Over 5,200 attended the event, proving its popularity with Pilbara audiences is stronger than ever. The Drone Light Show was a particular highlight of the evening, with 500 drones taking to the stunning Hedland skies to wow onlookers with the pictures of our State's stories. This amazing, choreographed event was complemented by a WA-themed musical score playing on screens and speakers across the BHP Family Viewing Zone.

*"Thanks to the fantastic support of major partners BHP, Lotterywest and Government of Western Australia, we were thrilled to be able to give Port Hedland a taste of the WA Day Festival and Drone Light Show."*

**Mr Michael Anghie, Celebrate WA Chairman.**





**8,500 attendees**

12 staff/volunteers

16 activations

38 performances

## FREMANTLE

A GOOD DAY IN WA – WA DAY FESTIVAL

Western Australia has a strong multicultural community, so the world-renowned Fremantle Fishing Boat Harbour and Bathers Beach proved the perfect setting for everyone to come together to celebrate, share and value our cultural diversity.

The Festival showcased both the traditional and contemporary face of our multicultural community through music, performance, theatre and classic WA hospitality.

Set against the magnificent backdrop of the harbour and beach, professional and community artists represented Oceania, Asia, Europe and South America in an exciting, energy charged representation of Western Australian diversity.

The day's highlights included multicultural performers, kids' favourites Bluey and Bingo, Noongar art classes, Wadumbah Dance Group, Lion Dance and Drumming and a stunning exhibition of martial arts prowess from Yaolin Kung Fu Academy.



**100 attendees**

~7% of the local population

12 staff/volunteers

9 activations

10 performances

## NEWMAN

AN INTIMATE EVENING IN THE PILBARA

Newman played its part in The WA Day Festivals by actively bringing local residents together to interact and celebrate WA Day in a safe, fun environment.

An amazing afternoon and evening was had by all as Newman families enjoyed delicious food and drinks, community markets, children's activities and live entertainment.

Duo band Good Strife, from Geraldton, delighted audiences with a diverse playlist that engaged music lovers of all ages.

**7 FESTIVALS**  
**24,638 ATTENDEES**





**750 attendees**  
~16% of the local population  
**42 staff/volunteers**  
**28 activations**  
**13 performances**

## CARNARVON

GWOONWARDU MIA ABORIGINAL  
CULTURAL & HERITAGE CENTRE

Gwoonwardu Mia Aboriginal Heritage and Cultural Centre welcomed more than 750 attendees to its WA Day celebrations. Given the success of last year, and the beautiful weather conditions, Carnarvon locals were looking forward to another incredible day out.

And they weren't disappointed.

The Festival offered a range of free activities, making the event accessible and easily enjoyed by everyone in the community. Kids loved the art activities and face painting, while the multicultural dance performers and local artists amazed Festival-goers of all ages.



**2,800 attendees**  
~12% of the local population  
**43 staff/volunteers**  
**16 activations**  
**4 performances**

## GERALDTON

MUSEUM OF GERALDTON

A diverse crowd flocked to this year's Festival, with around 2,800 people attending, comprising young families, teenage groups, couples, families and friends.

A wide range of free activities was offered to meet the needs of differing ages and abilities. Woodwork kits, rope twisting and a native animal petting zoo encouraged interaction between parents and kids, while activities such as a giant chalk pavement and sensory pits offered children a place to safely engage.

Live music was performed by local favourites Red Ochre Band, Zain Laudehr and Anne Williams.

Aboriginal artist Rashaan Briggs created amazing sand art, while Natya School of Indian Classical and Bollywood Dance wowed crowds with its energetic performance.

The Scouts' rope and archery courses tested the crowd's skills, while the Museum trails and GRAMS photo exhibition provided more cultural enrichment for Festival-goers.

**ONLY 8 WEEKS  
LEAD TIME!**



**5,000 attendees**  
~18% of the local population  
**33 staff/volunteers**  
**32 activations**  
**8 performances**

## KALGOORLIE

### MUSEUM OF THE GOLDFIELDS

The Museum of the Goldfields welcomed 5,000 people in celebration of the 2022 Kalgoorlie WA Day Festival.

With a wide and diverse community demographic an emphasis was placed on multiculturalism and exploring partnerships with community groups like the Black and C.U.T.E project, a collective of African women empowering young girls. Goldfields Pride also took the opportunity to fundraise for the health and wellbeing of the LGBTQIA+ community.

Event programming allowed for crowd engagement on many levels, with attractions including bouncy castles, Old MacDonald's Farm, giant bubble blowing, toddler gyms, a Bungee trampoline, climbing wall and (of course) Kalgoorlie gold detecting!

Aboriginal carving and weaving demonstrations, knot tying workshops from the Boulder Scouts, and multicultural dancing performances were just some of the other activities that engaged and delighted crowds.

With so much to see and do, Festival visitors quickly worked up an appetite. Luckily a number of food trucks, a sausage sizzle and pancake stand were standing by to cater for all.



**2,244 attendees**  
~9% of the local population  
**17 staff/volunteers**  
**10 activations**  
**6 performances**

## ALBANY

### MUSEUM OF THE GREAT SOUTHERN

Not even the cold and the rain could discourage Albany locals from attending their WA Day celebrations, with over 2,200 people showing up to take part in the fun!

Families with young children, school aged children, teenagers, older people and couples from diverse ethnicities all flocked to the Museum grounds to enjoy a variety of entertainment and activities.

Opportunities abounded for cultural engagement via Museum exhibitions including Cleverman, Peregrinations of a Citizen Botanist and Brig Amity, while Aboriginal and multicultural activities were also held throughout the event.

Choirs, schools, dance and solo performers all took to the stage, while kids kept themselves amused with a range of activities including arts, crafts, face painting, trails and story time.

Competitions, prizes and giveaways proved hugely popular with Albany crowds, with The Great Thong Throw and 'What does WA mean to you?' competitions attracting record entries.

# CELEBRATING 50 YEARS OF INSPIRING WESTERN AUSTRALIANS

The Western Australian of the Year Awards have always recognised those exceptional Western Australians who contribute to key areas such as arts and culture; the Aboriginal community; positive social, scientific and economic impact; sport and the WA community as a whole.

Due to a challenging climate for event commitment in early 2022, Celebrate WA focused its attention towards delivering a comprehensive campaign that reflected on the first 50 years of The Western Australian of the Year Awards.

The campaign consisted of a commemorative souvenir magazine, a stunning video content series and an intimate function that all recognised the magnificent history of the awards since their inception in 1972.

Celebrate WA looks forward to hosting the 50th Western Australian of the Year Awards Ceremony in June 2023.



**WESTERN  
AUSTRALIAN  
OF THE YEAR**  
CELEBRATING 50 YEARS







# SPECIAL 50TH ANNIVERSARY SOUVENIR GLOSS MAGAZINE.

In collaboration with media partner The West Australian, a 50th anniversary souvenir magazine was created to commemorate 50 years since the event's inception in 1972. Featuring some stunning imagery and inspiring stories, this special publication chronicled the incredible achievements of award winners from past to present.

The 24-page gloss magazine was distributed State-wide through an array of regional and metropolitan newspapers. There was a 623,500 total readership, with 481,000 from The West Australian and 142,500 from 10 of the State's biggest regional newspapers including the Sound Telegraph, Coastal Times, North West Telegraph, Pilbara News, Albany Advertiser, Mid West Times, Geraldton Guardian, Harvey Reporter, South Western Times and Kalgoorlie Miner.

The commemorative magazine also featured advertorials from Celebrate WA's major sponsors and award partners in appreciation of their ongoing support of WA's most prestigious awards.

A digital version of the magazine is available on the [CWA website here](#)

# VIDEO CONTENT SERIES CELEBRATING EXTRAORDINARY WESTERN AUSTRALIANS

To celebrate this milestone, a series of stunning documentaries was produced, sharing the inspiring stories of seven previous Award recipients – exploring what makes them such wonderful Western Australians, and discovering exactly how our State helped them to grow and prosper.

The content series was shared across Facebook, Instagram, Twitter, LinkedIn, online and across all partner, sponsor and media channels.



**PROF. BRUCE  
ROBINSON AM**

2013 Western Australian of the Year  
and Business and Professions Award,  
supported by APM and HBF.



**JUSTIN  
LANGER AM**

2014 Channel 7 Sports Award.



**GINA  
WILLIAMS AM**

2017 Wesfarmers  
Aboriginal Award.



**JAMES MCMAHON  
DSC AM DSM**

2019 Western Australian of the Year  
and Alcoa Community Award.



**BOURBY  
WEBSTER**

2019 Woodside Art  
and Culture Award.



**KENDAL  
WHYTE**

2021 BHP Youth Award.



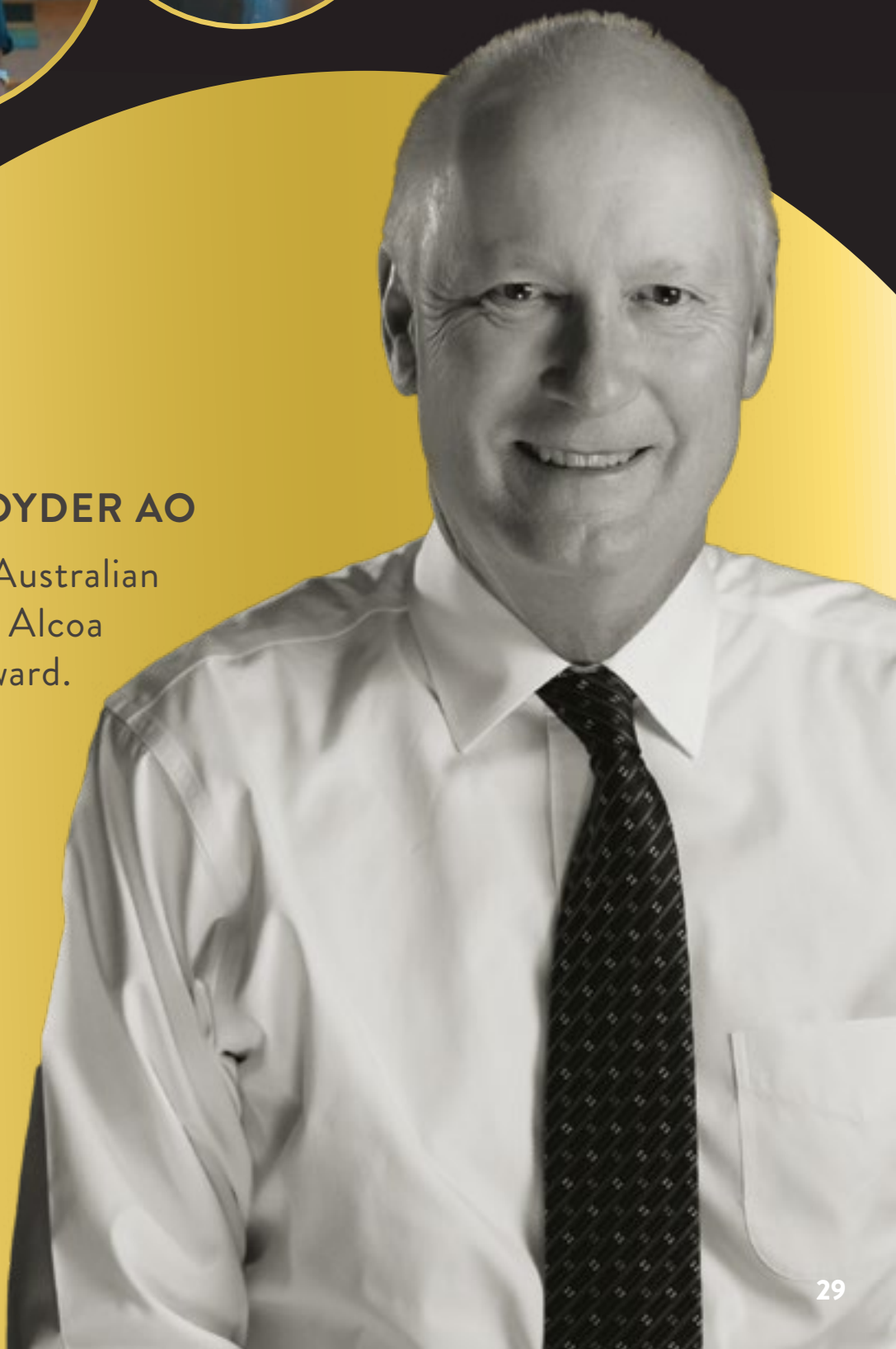


WATCH VIDEOS  
HERE



## **RICHARD GOYDER AO**

2021 Western Australian  
of the Year and Alcoa  
Community Award.





# WESTERN AUSTRALIAN OF THE YEAR 50TH ANNIVERSARY DINNER

This year Celebrate WA hosted an intimate 50-person event with attendees including the Premier of Western Australia, the Governor of Western Australia, Celebrate WA board, and former Western Australian of the Year Alumni.

To celebrate 50 years since the awards inception in 1972, special guests were treated to an exquisite menu of WA sourced food and beverages, and enjoyed a particularly moving Welcome to Country delivered by Noongar elder Ingrid Cumming and her daughter Yonga Cumming.

Hosted by 7 News presenter Tim McMillan, the evening also included some amazing speeches from WA Premier the Honourable Mark McGowan MLA, the Governor of Western Australia, his Excellency, Mr Chris Dawson APM, and the Chair of Celebrate WA, Mr Michael Anghie.

These formal addresses were delivered to an audience of dignitaries featuring many Celebrate WA partners, as well as Western Australian of the Year alumni including Richard Goyder AO, James McMahon DCM AM DSM, Professor Mike Daube AO, Dr Robert Isaacs AM OAM JP, Adrian Fini OAM, Professor Kim Scott and David Flanagan AM







# EVALUATION

## KEY FESTIVAL TAKEAWAYS

Culture Counts was engaged to evaluate the impact of this year's WA Day Festival. Initiated in 2018, the evaluation framework allows for consistent measurement and comparison across the key areas of cultural, social, environmental and economic impact on Western Australians.

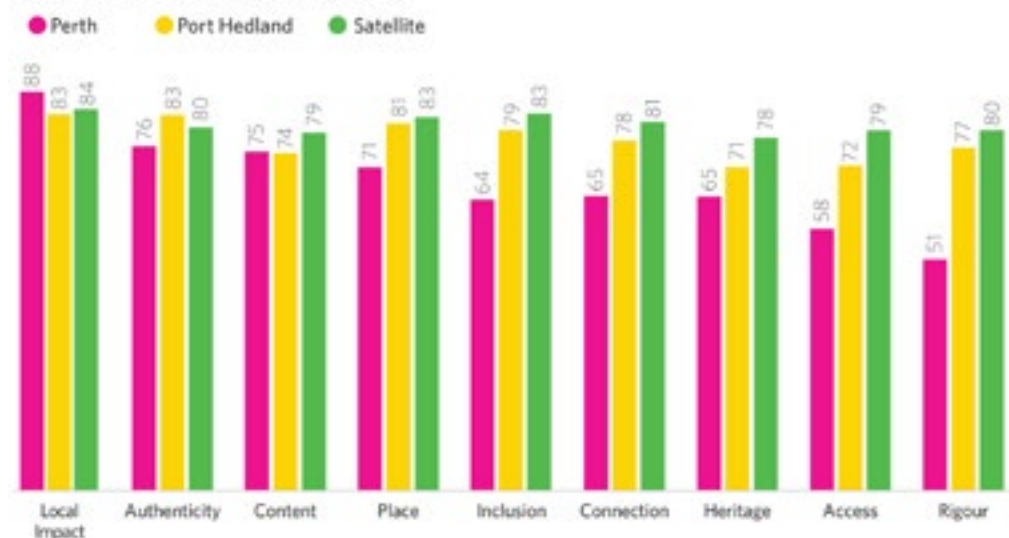
When audiences were asked what their main reason for attending the Festival was, the majority in Perth and Port Hedland indicated the WA Day Drone Light Show.

Approximately half of those surveyed were aware of other WA Day Festivals around the State - an increase from 2021 and indicative of the organiser's effectiveness in promoting the events across WA.

Satellite events achieved the highest score for seven of the nine dimensions relating to social and cultural outcomes on regional communities, demonstrating a continued positive impact in these locations.

WA Day Festival events in Perth and regional WA stimulate visitation and spending that would not have otherwise occurred. The direct economic impact of Festival events in 2022 was estimated to be \$11.3 million - 38% more than 2021. It's also estimated that Drone Show spectators who watched from surrounding locations in Perth and Port Hedland spent a total of \$960,000 as part of their visit.

AVERAGE DIMENSION SCORES







## QUALITY OUTCOMES



### Local Impact

*It's important that it's happening in Western Australia*



### Authenticity

*It had a connection to the state/country we live in*



### Rigour

*It was well thought through and put together*

## CULTURAL OUTCOMES



### Heritage

*It made me feel connected to a shared history/culture*



### Content

*It reflected a broad and inclusive range of voices*

## PLACE OUTCOMES



### Place

*It made me feel proud of my local area*

## SOCIAL OUTCOMES



### Access

*It gave me the opportunity to access activities I would not otherwise have access to*



### Connection

*It helped me to feel connected to people in the community*



### Inclusion

*It made me feel welcome and included*



# DEMOGRAPHICS

## AUDIENCE PROFILE

**224,697**  
ATTENDEES  
STATE-WIDE

**60%**



FROM 2021

### PRIOR ATTENDANCE

Is this your first time attending a WA Day Festival?

Yes No

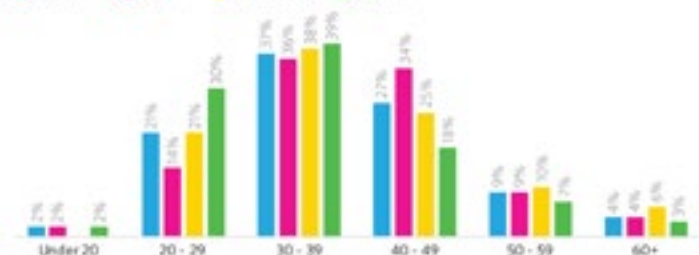


**33%**

MORE REPEAT  
ATTENDEES

### AGE

Overall Perth Port Hedland Satellite

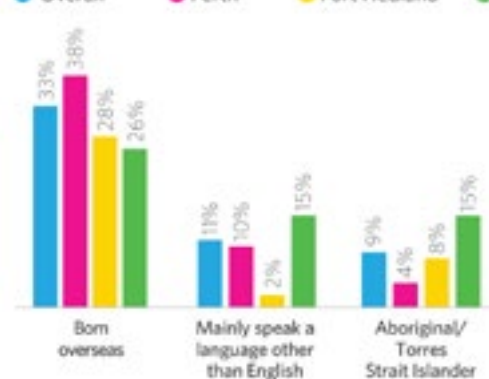


**7%**

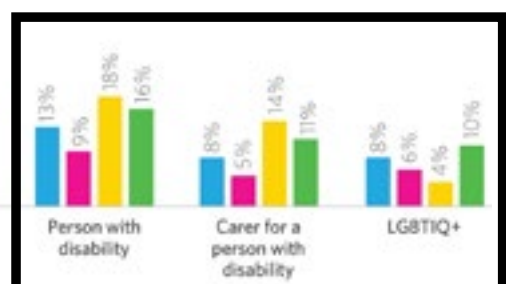
MORE 20-49  
YEAR OLDS

### IDENTITY

Overall Perth Port Hedland Satellite

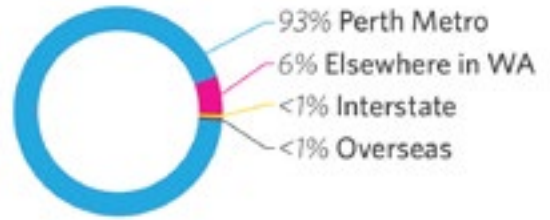


### New Metrics





Of attendees rated their experience as 'Good' or 'Excellent'



## PERTH ATTENDEE & SPECTATOR SPREAD

**23k**  
SPECTATORS  
East Perth & Surroundings

**4k**  
SPECTATORS  
Heirisson Island & Surroundings

**5k**  
SPECTATORS  
McCallum Park & Surroundings

Drone Show

BEST VIEWING ANGLE

**9k**  
SPECTATORS  
Matagarup Bridge, Optus Stadium & Surroundings

**6k**  
SPECTATORS  
Crown Perth & Surroundings

**4k**  
SPECTATORS  
Kagoshima Park & Surroundings

**145,059**  
ATTENDEES  
WA Day Event Site & Viewing Hubs

**4k**  
SPECTATORS  
Victoria Park & Surroundings

**WA DAY 2022 FESTIVAL**  
BURSWOOD PARK

**Park Bus Station**





# ENGAGEMENT

## CELEBRATING WA

Asked what aspects of WA they felt were being celebrated, the majority of respondents selected, 'Being Western Australian', followed by 'Our unique heritage' and 'Our culture and diversity' - highlighting the importance of the public holiday in helping people feel connected to their community, heritage and culture. 92% of respondents believe it's important that we celebrate WA.

Perth attendees were able to participate in the Wadjuk Dreaming activation. Up to 37% of attendees (approximately 54,000) engaged with the activations, with 67% agreeing they learnt something new about Aboriginal culture and felt more connected to WA's Aboriginal culture.

92%

**OF ALL  
RESPONDENTS  
AGREED THAT IT'S  
IMPORTANT WE  
CELEBRATE WESTERN  
AUSTRALIA.**



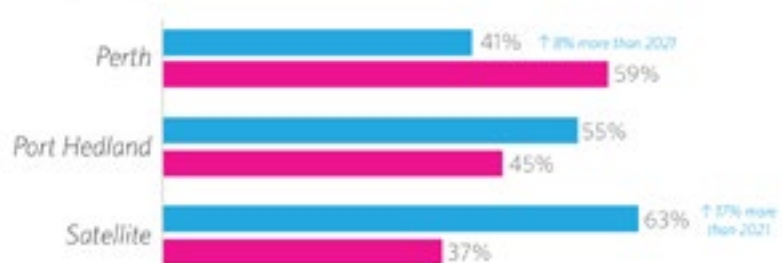
**11%**  
↑  
**MORE  
AWARENESS  
VS 2021**

## AWARENESS

Are you aware of other WA Day Festivals happening around the state?

● Yes

● No



## CELEBRATING WA

Which of the following do you think will be/has been celebrated at WA Day?



Learnt something new  
about Aboriginal culture.

**67%**

Feel more connected to  
WA's Aboriginal culture.

**67%**





# ECONOMICS

## IMPACT

WA Day Festival events in Perth and regional Western Australia provide a valuable injection of spending into State and regional economies. Having faced the severe economic challenges presented by COVID-19 over the last two years, WA Day Festivals offer economic stimulation for a variety of businesses that depend on high levels of visitation. Every dollar spent during the WA Day Festival has positive, flow-on effects for the surrounding community and its members.

WA Day events deliver economic opportunity across the State, offering opportunities for businesses, suppliers and artists. Economic impact was calculated based on average attendee spend from survey data from the Festivals across Perth, Port Hedland and the rest of the state.

### TOTAL ECONOMIC IMPACT

**\$33.8M** **39%**  
↑  
FROM 2021

### ACCOMMODATION ECONOMIC IMPACT

**\$5.4M** **38%**  
↑  
FROM 2021

### DIRECT ECONOMIC IMPACT

**\$11.3M** **39%**  
↑  
FROM 2021

### EVENT EXPENDITURE IMPACT

**\$6.1M** **25%**  
↑  
FROM 2021

## REIGNITING THE EVENTS AND LIVE ENTERTAINMENT SECTORS

**866**

STAFF/  
VOLUNTEERS

**178**

TALENT/  
PERFORMANCES

**237**

INDIVIDUAL  
ACTIVATIONS





#### PERTH ECONOMIC IMPACT

**\$15<sub>M</sub>**

#### SATELLITE EVENTS ECONOMIC IMPACT

**\$2.3<sub>M</sub>**

#### PORT HEDLAND ECONOMIC IMPACT

**\$437<sub>k</sub>**

#### OVERALL ORGANISATIONAL ECONOMIC IMPACT

**\$10<sub>M</sub>**



# MARKETING & REACH

## MEDIA OVERVIEW

This campaign was the most successful to date with over \$7M total media value during the period between May and June 2022.

The past two years have demonstrated Western Australians are resilient and adaptable. Navigating the pandemic in 2022 meant that plans changed quickly, however our marketing objectives remained consistent: promote excellence and achievement by Western Australians in all fields of endeavour and encourage pride in all things Western Australian.

This year saw numbers and records shattered.

### TOTAL MEDIA VALUE



### TOTAL MEDIA SPEND



### TV VIEWERS



### PIECES OF BROADCAST MEDIA



### EARNED PR VALUE



### WEBSITE VISITS



### PRINT & ONLINE NEWS STORIES



### FACEBOOK/INSTAGRAM IMPRESSIONS



72%

YOUTUBE  
VIEWERS  
CHOSE TO WATCH  
MULTIPLE WA  
DAY CONTENT







# MARKETING & REACH

## HIGH IMPACT EVENT CAMPAIGN

With the easing of Covid restrictions in April, the WA Day Festivals were back in all their glory! To help boost both our economy and our State's spirits, a huge multimedia campaign was implemented to encourage all West Australians to celebrate at an event near them.

TELEVISION		NEWSPAPER	
VALUE	\$705,968	VALUE	\$270,503
SPEND	\$150,000	SPEND	\$113,182
METRO AUDIENCE	5,455,750	READERSHIP 27.6% MARKET REACH	1,194,00
REGIONAL AUDIENCE	2,944,900		



## DIGITAL

VALUE \$718,865

SPEND \$64,076

REACH/  
IMPRESSIONS 14,377,312

## YOUTUBE

VALUE \$19,096

SPEND \$5,000

REACH/  
IMPRESSIONS 190,967

## SOCIAL

VALUE \$123,900

SPEND \$45,643.13

REACH/  
IMPRESSIONS 2,478,001

## FACEBOOK/INSTAGRAM

IMPRESSIONS 1,650,455

SPEND \$45,643.13

VIDEOS VIEWS 2,478,001



## RADIO

VALUE \$952,664

SPEND \$49,269

METRO REACH 964,680

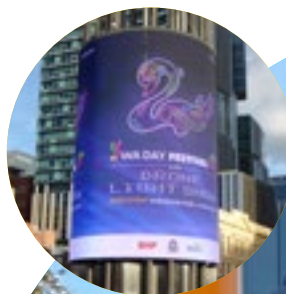
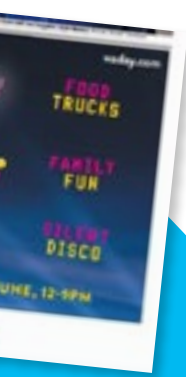
REGIONAL  
REACH 261,680

## OUTDOOR

VALUE \$861,021

SPEND \$108,000

IMPACTS 1,460,184





# BRAND CAMPAIGN

## HIGH IMPACT BRAND CAMPAIGN

A State-wide brand campaign was created and ran across television, digital, outdoor and radio in the weeks prior to the WA Day Festival.

A stunning soundtrack was designed by local artists from Panda Candy and WASO, set to stirring vision of Western Australians excelling in their chosen fields. This campaign proved invaluable in encouraging pride, awareness and appreciation of what it means to be Western Australian.

**TV REACH**

**2.4M**

**PRINT REACH**

**592k**

**DIGITAL  
IMPRESSIONS**

**116,128**

**OUTDOOR  
IMPACTS**

**1,481,000**









# 50 YEAR ANNIVERSARY

## WESTERN AUSTRALIAN OF THE YEAR AWARDS CELEBRATIONS

In the absence of the traditional Gala Dinner, our marketing campaign found new ways to promote and acknowledge those Western Australians who have made remarkable contributions to our State.

Incredible stories of previous winners were brought to life in epic videos and shared across social and digital channels. The Special Edition '50th Anniversary' Magazine was also distributed to 520,000 people via The West Australian on June 4 – inspiring current generations to pursue their own dreams of greatness.

### SPECIAL EDITION MAGAZINE

520,000 total distributed state-wide

450,000 in The West Australian (28/4/22)

50,000 in regional newspapers (May 2022)

20,000 given away at WA Day (June 2022)



### VIDEO CONTENT SERIES

68,000+ views of the

9 x WAOTY content pieces.

Shared across Facebook, Instagram, Twitter, LinkedIn, Web and shared across CWA partner & sponsor digital & social channels.



**520,000**  
MAGAZINES  
DISTRIBUTED

**623,500**  
STATE-WIDE  
READERSHIP

**68,000+**  
VIDEO CONTENT  
SERIES VIEWS

## SCHOOL EDUCATION PROGRAM

Our school education program was back in 2022, encouraging the next generation of young Western Australians to appreciate our history and cultures. 40,000 students from 410 schools across the State enjoyed the activities offered from the Seven West Media Education program.

**120,000**  
SPECIAL ED.  
MAGAZINES

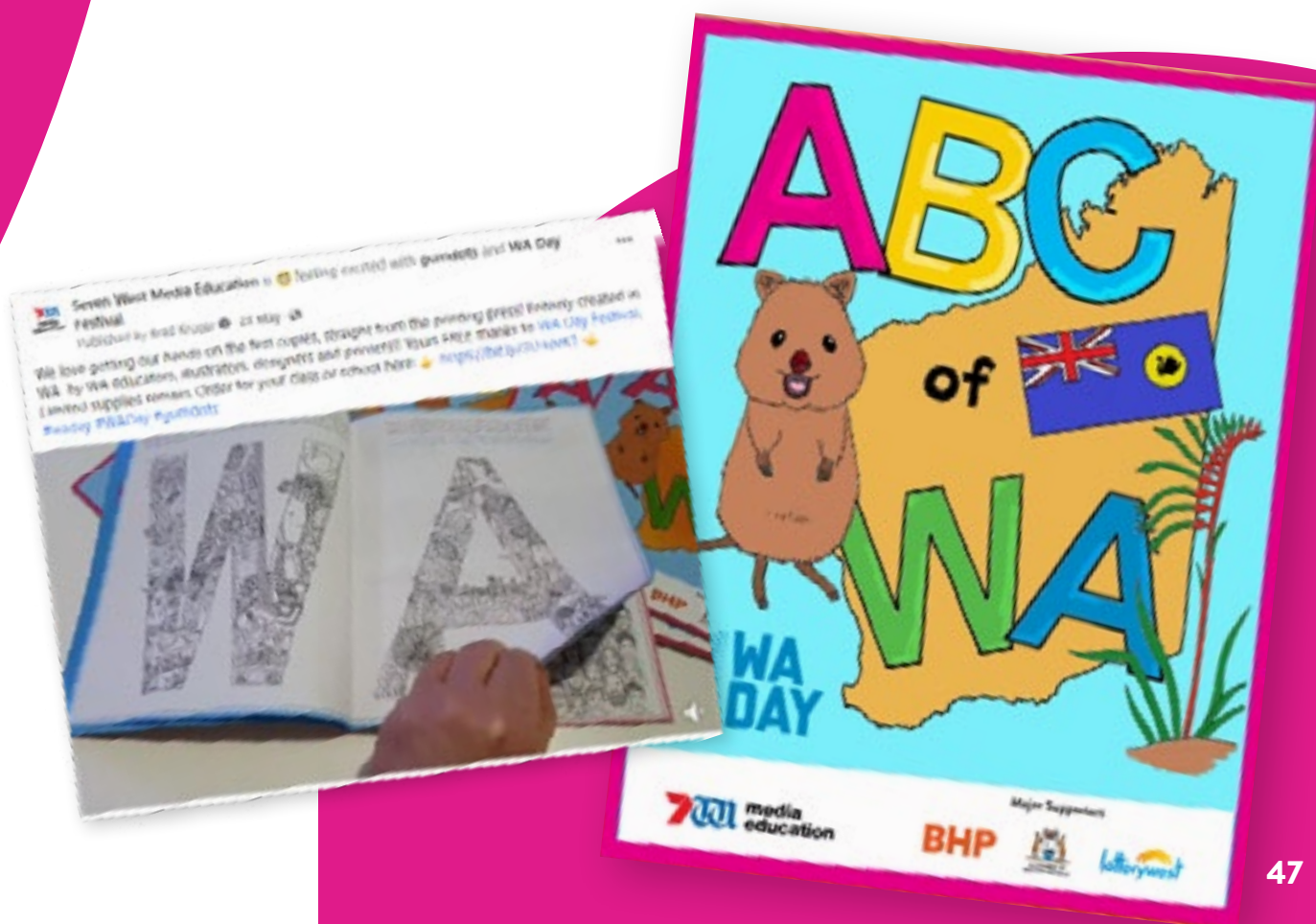
**40,000**  
COLOURING  
BOOKS DISTRIBUTED  
TO SCHOOLS

**3,000**  
STICKERS  
& POSTERS

**6,000**  
EDMS TO  
TEACHERS

**12,000**  
SOCIAL  
POST REACH

**20,000**  
POSTERS  
DISTRIBUTED  
AT WA DAY







# FINANACIAL REPORT

For the year ended 30 June 2022



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Statement of cash flows	5
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Independent auditor's report to the members	17

Celebrate Western Australia (Inc.) is an Association incorporated by the Associations Incorporation Act 2015 in Australia. Its registered office and principal place of business is:

Celebrate Western Australia (Inc.)  
50 Hasler Road  
Osborne Park WA 6017

The financial statements were authorised for issue by the Boards on 23 November 2022. The Boards have the power to amend and reissue the financial statements.

These financial statements are presented in the Australian dollars.

# STATEMENT OF PROFIT OR LOSS AND OTHER COMPREHENSIVE INCOME

For the year ended 30 June 2022

	Notes	2022 \$	2021 \$
Revenue		3,339,928	3,482,756
Revenue - value-in-kind		160,000	479,679
	3	<b>3,499,928</b>	3,962,435
WA day		(2,169,697)	(1,879,698)
Western Australian of the Year Award		(24,845)	(666,039)
State of the Art		-	(385,250)
Mellen events		(526,500)	-
Regions		(283,898)	(221,369)
Education program		(40,000)	(38,150)
Aboriginal engagement		(35,662)	(98,000)
Employee benefits expense		(271,654)	(338,403)
Administration expenses		(98,189)	(95,432)
Depreciation expense		(42,848)	(43,752)
Leases and outgoings		(21,456)	(33,739)
Finance costs		(4,254)	(6,182)
<b>(Loss)/profit for the year</b>		<b>(19,075)</b>	156,421
<b>Other comprehensive income for the year</b>		-	-
<b>Total comprehensive (expense)/income for the year</b>		<b>(19,075)</b>	156,421

*The above statement of profit or loss and other comprehensive income should be read in conjunction with the accompanying notes.*



# STATEMENT OF FINANCIAL POSITION

For the year ended 30 June 2022

	Notes	2022 \$	2021 \$
<b>ASSETS</b>			
<b>Current assets</b>			
Cash and cash equivalents	4	1,961,783	1,861,875
Trade and other receivables	5	834,058	1,097,492
Prepayments		13,669	1,867
<b>Total current assets</b>		<b>2,809,510</b>	<b>2,961,234</b>
<b>Non-current assets</b>			
Property, plant and equipment	6	27,017	34,555
Right-of-use assets	7	41,510	76,263
Restricted term deposit	11	44,000	44,000
<b>Total non-current assets</b>		<b>112,527</b>	<b>154,818</b>
<b>Total assets</b>		<b>2,922,037</b>	<b>3,116,052</b>
<b>LIABILITIES</b>			
<b>Current liabilities</b>			
Trade and other payables	8	946,974	104,962
Contract liabilities		-	1,000,000
Lease liabilities	7	39,138	34,087
Employee benefit obligations	9	23,215	6,079
<b>Total current liabilities</b>		<b>1,009,327</b>	<b>1,145,128</b>
<b>Non-current liabilities</b>			
Lease liabilities	7	13,916	53,055
<b>Total non-current liabilities</b>		<b>13,916</b>	<b>53,055</b>
<b>Total liabilities</b>		<b>1,023,243</b>	<b>1,198,183</b>
<b>Net assets</b>		<b>1,898,794</b>	<b>1,917,869</b>
<b>Members' fund</b>			
Retained earnings		1,898,794	1,917,869
<b>Total members' fund</b>		<b>1,898,794</b>	<b>1,917,869</b>

The above statement of financial position should be read in conjunction with the accompanying notes.

# STATEMENT OF CHANGES IN EQUITY

For the year ended 30 June 2022

	Retained earnings \$
<b>Balance at 1 July 2020</b>	1,761,448
Profit for the year	156,421
Other comprehensive income	-
<b>Total comprehensive income for the year</b>	<b>156,421</b>
<b>Balance at 30 June 2021</b>	<b>1,917,869</b>
 <b>Balance at 1 July 2021</b>	 <u>1,917,869</u>
Profit/ (Loss) for the year	(19,075)
Other comprehensive income	-
<b>Total comprehensive (expense) / income for the year</b>	<b>(19,075)</b>
<b>Balance at 30 June 2022</b>	<b><u>1,898,794</u></b>

# STATEMENT OF CASH FLOWS

For the year ended 30 June 2022

	Notes	2022 \$	2021 \$
<b>Cash flows from operating activities</b>			
Receipts from donations, project sponsorships and funding		409,091	260,000
Payments to suppliers and employees		(2,665,827)	(3,559,880)
Government and other grant receipts		2,185,652	2,018,721
Receipts from sale of tickets and merchandise		209,567	437,875
		<u>138,483</u>	<u>(843,284)</u>
Interest received		321	811
Interest paid		(4,251)	(6,182)
<b>Net cash inflow/(outflow) from operating activities</b>		<u>134,553</u>	<u>(848,655)</u>
<b>Cash flows from investing activities</b>			
Payments for property, plant and equipment		(557)	(1,700)
<b>Net cash (outflow)/inflow from investing activities</b>		<u>(557)</u>	<u>(1,700)</u>
<b>Cash flows from financing activities</b>			
Lease payments		(34,088)	(34,568)
<b>Net cash outflow from financing activities</b>		<u>(34,088)</u>	<u>(34,568)</u>
<b>Net increase/(decrease) in cash and cash equivalents</b>		99,908	(884,923)
Cash and cash equivalents at the beginning of the financial year		1,861,875	2,746,798
Cash and cash equivalents at end of year	4	<u>1,961,783</u>	<u>1,861,875</u>

The above statement of cash flows should be read in conjunction with the accompanying notes.



# NOTES TO THE FINANCIAL STATEMENTS

30 June 2022

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## Contents of the notes to the financial statements

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# NOTES TO THE FINANCIAL STATEMENTS

30 June 2022 (continued)

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## 1 Summary of significant accounting policies

This note provides a list of all significant accounting policies adopted in the preparation of these financial statements. These policies have been consistently applied to all the years presented, unless otherwise stated. The financial statements are for Celebrate Western Australia (Inc.) (the Association) as an individual entity.

The Association is responsible for promoting and organising the annual WA Day celebrations, promoting excellence and achievement by Western Australians in all fields of endeavor and encouraging pride in all things Western Australian.

### (a) Basis of preparation

These general purpose financial statements have been prepared in accordance with Australian Accounting Standards and Interpretations issued by the Australian Accounting Standards Board and *Associations Incorporations Act 2015* to fulfil the Board's financial reporting requirements. Celebrate Western Australia (Inc.) is a not-for-profit entity for the purpose of preparing the financial statements.

#### (i) *Compliance with Australian Accounting Standards - Simplified Disclosure Requirements*

The financial statements of the Celebrate Western Australia (Inc.) comply with Australian Accounting Standards - Simplified Disclosures as issued by the Australian Accounting Standards Board (AASB).

#### (ii) *Historical cost convention*

The financial statements have been prepared on a historical cost basis.

### (b) Revenue recognition

Revenue is measured at the fair value of the consideration received or receivable after considering any trade discounts and volume rebates allowed.

Revenue is recognised for the major business activities using the methods outlined below.

#### (i) *Sponsorship income, pledge donations and government grants*

Sponsorship income, pledge donations and government grants are recognised in profit or loss when the Association meets the enforceability and the 'sufficiently specific' performance obligation criteria, if these are attached. Otherwise, income is recognised on receipt.

#### (ii) *Donations and gifts*

Donations and gifts are recognised in profit and loss immediately after being received.

# NOTES TO THE FINANCIAL STATEMENTS

30 June 2022 (continued)

---

## 1 Summary of significant accounting policies (continued)

### (b) Revenue recognition (continued)

#### (iii) Interest

Interest revenue is recognised using the effective interest rate method, which for floating rate financial assets is the rate inherent in the instrument.

All revenue is stated net of the amount of goods and services tax (GST).

### (c) Income tax

No provision for income tax has been raised, as the association is exempt from income tax under Division 50 of the *Income Tax Assessment Act 1997*.

### (d) Leases

Leases are recognised as a right-of-use asset and a corresponding liability at the date at which the leased asset is available for use by the Association.

The Association leases offices space. Rental contracts are typically made for fixed years of 12 months to 5 years but may have extension options as described below.

Contracts may contain both lease and non-lease components. The Association allocates the consideration in the contract to the lease and non-lease components based on their relative stand-alone prices. However, for leases of real estate for which the Association is a lessee, it has elected not to separate lease and non-lease components and instead accounts for these as a single lease component.

Lease terms are negotiated on an individual basis and contain a wide range of different terms and conditions. The lease agreements do not impose any covenants other than the security interests in the leased assets that are held by the lessor. Leased assets may not be used as security for borrowing purposes.

Assets and liabilities arising from a lease are initially measured on a present value basis. Lease liabilities include the net present value of the following lease payments:

- fixed payments (including in-substance fixed payments), less any lease incentives receivable,
- variable lease payment that are based on an index or a rate, initially measured using the index or rate as at the commencement date,
- amounts expected to be payable by the Association under residual value guarantees,
- the exercise price of a purchase option if the Association is reasonably certain to exercise that option, and

Lease payments to be made under reasonably certain extension options are also included in the measurement of the liability.

The lease payments are discounted using the interest rate implicit in the lease. If that rate cannot be readily determined, which is generally the case for leases in the Association, the lessee's incremental borrowing rate is used, being the rate that the individual lessee would have to pay to borrow the funds necessary to obtain an asset of similar value to the right-of-use asset in a similar economic environment with similar terms, security and conditions.

To determine the incremental borrowing rate, the Association:

- where possible, uses recent third-party financing received by the individual lessee as a starting point, adjusted to reflect changes in financing conditions since third party financing was received,
- uses a build-up approach that starts with a risk-free interest rate adjusted for credit risk for leases held by Celebrate Western Australia (Inc.), which does not have recent third party financing, and
- makes adjustments specific to the lease, e.g. term, country, currency and security.



# NOTES TO THE FINANCIAL STATEMENTS

30 June 2022 (continued)

---

## 1 Summary of significant accounting policies (continued)

### (d) Leases (continued)

The Association is exposed to potential future increases in variable lease payments based on an index or rate, which are not included in the lease liability until they take effect. When adjustments to lease payments based on an index or rate take effect, the lease liability is reassessed and adjusted against the right-of-use asset.

Lease payments are allocated between principal and finance cost. The finance cost is charged to profit or loss over the lease period so as to produce a constant periodic rate of interest on the remaining balance of the liability for each period.

Right-of-use assets are measured at cost comprising the following:

- the amount of the initial measurement of lease liability,
- any lease payments made at or before the commencement date less any lease incentives received,
- any initial direct costs, and
- restoration costs.

Right-of-use assets are generally depreciated over the shorter of the asset's useful life and the lease term on a straight-line basis. If the Association is reasonably certain to exercise a purchase option, the right-of-use asset is depreciated over the underlying asset's useful life.

Payments associated with short-term leases of equipment and vehicles and all leases of low-value assets are recognised on a straight-line basis as an expense in profit or loss. Short-term leases are leases with a lease term of 12 months or less. Low-value assets comprise IT equipment and small items of office furniture.

#### *Extension and termination options*

Extension and termination options are included in a number of property and equipment leases across the Association. These are used to maximise operational flexibility in terms of managing the assets used in the Association's operations. The majority of extension and termination options held are exercisable only by the Association and not by the respective lessor.

#### *Residual value guarantees*

To optimise lease costs during the contract period, the Association sometimes provides residual value guarantees in relation to equipment leases.

### (e) Impairment of assets

Assets are tested for impairment whenever events or changes in circumstances indicate that the carrying amount may not be recoverable. An impairment loss is recognised for the amount by which the asset's carrying amount exceeds its recoverable amount. The recoverable amount is the higher of an asset's fair value less costs of disposal and value in use. For the purposes of assessing impairment, assets are grouped at the lowest levels for which there are separately identifiable cash inflows which are largely independent of the cash inflows from other assets or groups of assets (cash-generating units). Non-financial assets that suffered an impairment are reviewed for possible reversal of the impairment at the end of each reporting year.

### (f) Cash and cash equivalents

For the purpose of presentation in the statement of cash flows, cash and cash equivalents includes cash on hand, deposits held at call with financial institutions, other short-term, highly liquid investments with original maturities of three months or less that are readily convertible to known amounts of cash and which are subject to an insignificant risk of changes in value, and bank overdrafts.

# NOTES TO THE FINANCIAL STATEMENTS

30 June 2022 (continued)

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## 1 Summary of significant accounting policies (continued)

### (g) Trade receivables

Trade receivables are recognised initially at fair value and subsequently measured at amortised cost using the effective interest method, less loss allowance.

Trade receivables are amounts due from customers for goods sold or services performed in the ordinary course of business. They are generally due for settlement within 30 days and are therefore all classified as current.

Trade receivables are recognised initially at the amount of consideration that is unconditional unless they contain significant financing components, when they are recognised at fair value. The Association holds the trade receivables with the objective of collecting the contractual cash flows and therefore measures them subsequently at amortised cost using the effective interest method.

The Association applies the AASB 9 *Financial Instruments* simplified approach to measuring expected credit losses which uses a lifetime expected loss allowance for all trade receivables.

### (h) Financial assets

#### (i) Classification

The Association classifies its financial assets in the following measurement categories:

- those to be measured subsequently at fair value (either through other comprehensive income or through profit or loss), and
- those to be measured at amortised cost.

The classification depends on the entity's business model for managing the financial assets and the contractual terms of the cash flows. The Association only holds financial assets measured at amortised cost.

The Association has classified its financial assets as measured at amortised cost as both of the following conditions are met:

- it is held within a business model whose objective is to hold assets to collect contractual cash flows; and
- its contractual terms give rise on specified dates to cash flows that are solely payments of principal and interest on the principal amount outstanding.

The Association's financial assets at amortised cost consist of cash and cash equivalents, term deposit and trade receivables.

#### (ii) Recognition and derecognition

Regular way purchases and sales of financial assets are recognised on trade-date, the date on which the Association commits to purchase or sell the asset. Financial assets are derecognised when the rights to receive cash flows from the financial assets have expired or have been transferred and the Association has transferred substantially all the risks and rewards of ownership.

#### (iii) Measurement

At initial recognition, trade receivables are measured at the transaction price. All other financial assets are measured at fair value plus transaction costs that are directly attributable to the acquisition of the financial asset.

Subsequent measurements of financial assets at amortised cost are using the effective interest method. The amortised cost is reduced by impairment losses. Interest income, foreign exchange gains and losses and impairment are recognised in profit or loss. Any gain or loss on derecognition is recognised in profit or loss.

#### (iv) Impairment

The Association assesses on a forward-looking basis the expected credit losses associated with its debt instruments carried at amortised cost. The impairment methodology applied depends on whether there has been a significant increase in credit risk.

# NOTES TO THE FINANCIAL STATEMENTS

30 June 2022 (continued)

## 1 Summary of significant accounting policies (continued)

### (i) Property, plant and equipment

The Association property, plant and equipment is stated at historical cost less depreciation. Historical cost includes expenditure that is directly attributable to the acquisition of the items.

Subsequent costs are included in the asset's carrying amount or recognised as a separate asset, as appropriate, only when it is probable that future economic benefits associated with the item will flow to the Association and the cost of the item can be measured reliably. The carrying amount of any component accounted for as a separate asset is derecognised when replaced. All other repairs and maintenance are charged to profit or loss during the reporting year in which they are incurred.

Depreciation is calculated using the straight-line method to allocate the cost or revalued amounts of the assets, net of their residual values, over their estimated useful lives or, in the case of leasehold improvements and certain leased plant and equipment, the shorter lease term as follows:

- |                                 |          |
|---------------------------------|----------|
| • Plant and equipment           | 5 years  |
| • Plant and equipment all other | 10 years |
| • Costumes                      | 5 years  |
| • Leasehold Improvement         | 5 years  |

The assets' residual values and useful lives are reviewed, and adjusted if appropriate, at the end of each reporting year.

An asset's carrying amount is written down immediately to its recoverable amount if the asset's carrying amount is greater than its estimated recoverable amount (note 1(e)).

Gains and losses on disposals are determined by comparing proceeds with carrying amount. These are included in profit or loss.

### (j) Trade and other payables

These amounts represent liabilities for goods and services provided to the Association prior to the end of financial year which are unpaid. The amounts are unsecured and are usually paid within 30 days of recognition. Trade and other payables are presented as current liabilities unless payment is not due within 12 months from the reporting date. They are recognised initially at their fair value and subsequently measured at amortised cost using the effective interest method.

### (k) Employee benefits

#### (i) Short-term obligations

Liabilities for wages and salaries, including non-monetary benefits and accumulating sick leave that are expected to be settled wholly within 12 months after the end of the period in which the employees render the related service are recognised in respect of employees' services up to the end of the reporting period and are measured at the amounts expected to be paid when the liabilities are settled. The liabilities are presented as current employee benefit obligations in the balance sheet.

#### (ii) Other long-term employee benefit obligations

The liabilities for long service leave and annual leave are not expected to be settled wholly within 12 months after the end of the period in which the employees render the related service. They are therefore measured as the present value of expected future payments to be made in respect of services provided by employees up to the end of the reporting period using the projected unit credit method. Consideration is given to expected future wage and salary levels, experience of employee departures and periods of service. Expected future payments are discounted using market yields at the end of the reporting period of corporate bonds with terms and currencies that match, as closely as possible, the estimated future cash outflows. Remeasurements as a result of experience adjustments and changes in actuarial assumptions are recognised in profit or loss.

The obligations are presented as current liabilities in the balance sheet if the entity does not have an unconditional right to defer settlement for at least twelve months after the reporting date, regardless of when the actual settlement is expected to occur.

# NOTES TO THE FINANCIAL STATEMENTS

30 June 2022 (continued)

## 1 Summary of significant accounting policies (continued)

### (I) Goods and Services Tax (GST)

Revenues, expenses and assets are recognised net of the amount of associated GST, unless the GST incurred is not recoverable from the taxation authority. In this case it is recognised as part of the cost of acquisition of the asset or as part of the expense.

Receivables and payables are stated inclusive of the amount of GST receivable or payable. The net amount of GST recoverable from, or payable to, the taxation authority is included with other receivables or payables in the balance sheet.

Cash flows are presented on a gross basis. The GST components of cash flows arising from investing or financing activities which are recoverable from, or payable to the taxation authority, are presented as operating cash flows.

## 2 Critical estimates, judgements and errors

The preparation of financial statements requires the use of accounting estimates which, by definition, will seldom equal the actual results. Management also needs to exercise judgement in applying the Association's accounting policies. There are no areas which involve a high degree of judgement or complexity or where assumptions and estimates are significant to the financial statements of the Association.

Estimates and judgements are continually evaluated. They are based on historical experience and other factors, including expectations of future events that may have a financial impact on the Association and that are believed to be reasonable under the circumstances.

## 3 Revenue

	2022 \$	2021 \$
<b>Sales revenue</b>		
Ticket and merchandise	190,515	232,506
<b>Other revenue</b>		
Interest on bank deposits	322	811
Government and other grants	2,900,000	2,906,639
Project sponsorship and funding	9,091	10,000
Government financial relief	-	82,800
Project sponsorship and funding - value-in-kind	160,000	479,679
Awards and partnerships	240,000	250,000
	<b>3,499,928</b>	<b>3,962,435</b>

## 4 Cash and cash equivalents

	2022 \$	2021 \$
<b>Current assets</b>		
Cash at bank	1,961,783	1,861,875



# NOTES TO THE FINANCIAL STATEMENTS

30 June 2022 (continued)

## 5 Trade and other receivables

	2022 \$	2021 \$
<b>Current assets</b>		
Trade receivables	719,956	1,005,608
GST receivables	114,102	91,884
	<b>834,058</b>	<b>1,097,492</b>

## 6 Property, plant and equipment

	Plant and equipment \$	Costumes \$	Leasehold improvements \$	Total \$
<b>Non-current assets</b>				
<b>At 30 June 2021</b>				
Cost	228,279	24,480	55,011	307,770
Accumulated depreciation	(202,493)	(15,711)	(55,011)	(273,215)
Net book amount	25,786	8,769	-	34,355
<b>Year ended 30 June 2022</b>				
Opening net book amount	25,786	8,769	-	34,355
Additions	558	-	-	558
Depreciation charge	(6,342)	(1,754)	-	(8,096)
Closing net book amount	20,002	7,015	-	27,017
<b>At 30 June 2022</b>				
Cost	228,837	24,480	55,011	308,328
Accumulated depreciation	(208,835)	(17,465)	(55,011)	(281,311)
Net book amount	20,002	7,015	-	27,017

## 7 Leases

This note provides information for leases where the Association is a lessee.

### (a) Amounts recognised in the balance sheet

The balance sheet shows the following amounts relating to leases:

	2022 \$	2021 \$
<b>Right-of-use assets</b>		
Buildings	41,510	76,263
<b>Lease liabilities</b>		
Current	39,138	34,087
Non-current	13,916	53,055
	<b>53,054</b>	<b>87,142</b>

# NOTES TO THE FINANCIAL STATEMENTS

30 June 2022 (continued)

## 7 Leases (continued)

### (a) Amounts recognised in the balance sheet (continued)

Additions to the right-of-use assets during the 2022 financial year were \$Nil (2021: \$Nil).

### (b) Amounts recognised in the statement of profit or loss and other comprehensive income

The statement of profit or loss and other comprehensive income shows the following amounts relating to leases:

	2022 \$	2021 \$
<b>Depreciation charge of right-of-use assets</b>		
Buildings	<u>34,753</u>	<u>31,132</u>
Interest expense (included in finance cost)	<u>4,252</u>	<u>6,182</u>

The total cash outflow for leases in 2022 was \$34,088 (2021: \$33,522).

## 8 Trade and other payables

	2022 \$	2021 \$
<b>Current liabilities</b>		
Trade payables	<u>887,178</u>	<u>20,095</u>
Other payables and accruals	<u>59,796</u>	<u>84,867</u>
	<u>946,974</u>	<u>104,962</u>

## 9 Employee benefit obligations

	2022 \$	2021 \$
<b>Current liabilities</b>		
Leave obligations	<u>16,419</u>	<u>5,129</u>
Retirement benefit obligations	<u>6,796</u>	<u>950</u>
	<u>23,215</u>	<u>6,079</u>

### Leave obligations

The leave obligations cover the Association's liabilities for long service leave and annual leave which are classified as either other long-term benefits or short-term benefits, as explained in note 1(k).

# NOTES TO THE FINANCIAL STATEMENTS

30 June 2022 (continued)

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## 10 Remuneration of auditors

During this financial year, no fees were paid or payable for services provided by the auditor of the Celebrate Western Australia (Inc.).

## 11 Contingent liabilities

The Association has bank guarantees in place at 30 June 2022 to the value of \$44,000 (2021: \$44,000) which was given by the Associations' bankers, these were secured by term deposits of \$44,000 (2021: \$44,000).

## 12 Related party transactions

The names of board members who held office during the year ended 30 June 2022 were as follows:

Michael Anghie (Chairman)

Maryna Fewster

Meath Hammond

Fiona Kalaf

Bruce Robinson

The position of the treasurer is held by a non-Board member. There were no transactions with related parties during the year (2021: \$Nil) and no balances were outstanding with related parties at year end (2021: \$Nil)

## 13 COVID-19 impact

As a result of the Covid-19 outbreak, the West Australian of the Year awards were cancelled in 2022. However, in 2022 the Association has continued its business operations and the WA Day events in the Perth Metro and Regional areas continued.

## 14 Events occurring after the reporting period

No matters or circumstances have occurred subsequent to year end that has significantly affected, or may significantly affect, the operations of the Association, the results of those operations or the state of affairs of the Association or economic entity in subsequent financial years.



# NOTES TO THE FINANCIAL STATEMENTS

30 June 2022 (continued)

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In the Boards' opinion:

- (a) the financial statements and notes set out on pages 1 to 15 are in accordance with the *Associations Incorporation Act 2015*, including:
  - (i) complying with Accounting Standards - General Purpose Financial statements - Simplified Disclosure Requirements and other mandatory professional reporting requirements, and
  - (ii) giving a true and fair view of the entity's financial position as at 30 June 2022 and of its performance for the financial year ended on that date, and
- (b) there are reasonable grounds to believe that the Celebrate Western Australia (Inc.) will be able to pay its debts as and when they become due and payable.

This statement is made in accordance with a resolution of the Board and is signed for and on behalf of the Board by:

  
M Anghie (Chairman)



\_\_\_\_\_  
M McCrory (Board member)

23 November 2022



## Independent auditor's report

To the members of Celebrate Western Australia (Inc.)

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### Our opinion

In our opinion:

The accompanying financial report of Celebrate Western Australia (Inc.) (the Association) is in accordance with the *Associations Incorporations Act 2015*, including:

- (a) giving a true and fair view of the Association's financial position as at 30 June 2022 and of its financial performance for the year then ended
- (b) complying with Australian Accounting Standards and Division 3 of the *Associations Incorporations Act 2015*

### What we have audited

The financial report comprises:

- the statement of financial position as at 30 June 2022
- the statement of changes in equity for the year then ended
- the statement of cash flows for the year then ended
- the statement of profit or loss and other comprehensive income for the year then ended
- the notes to the financial statements, which include significant accounting policies and other explanatory information
- the directors' declaration.

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### Basis for opinion

We conducted our audit in accordance with Australian Auditing Standards. Our responsibilities under those standards are further described in the *Auditor's responsibilities for the audit of the financial report* section of our report.

We believe that the audit evidence we have obtained is sufficient and appropriate to provide a basis for our opinion.

### Independence

We are independent of the Association in accordance with the ethical requirements of the Accounting Professional & Ethical Standards Board's APES 110 *Code of Ethics for Professional Accountants (including Independence Standards)* (the Code) that are relevant to our audit of the financial report in Australia. We have also fulfilled our other ethical responsibilities in accordance with the Code.

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### Other information

The directors are responsible for the other information. The other information comprises the information included in the annual report for the year ended 30 June 2022 but does not include the financial report and our auditor's report thereon.

PricewaterhouseCoopers, ABN 52 780 433 757  
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Our opinion on the financial report does not cover the other information and accordingly we do not express any form of assurance conclusion thereon.

In connection with our audit of the financial report, our responsibility is to read the other information and, in doing so, consider whether the other information is materially inconsistent with the financial report or our knowledge obtained in the audit, or otherwise appears to be materially misstated.

If, based on the work we have performed on the other information that we obtained prior to the date of this auditor's report, we conclude that there is a material misstatement of this other information, we are required to report that fact. We have nothing to report in this regard.

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### **Responsibilities of management and the directors for the financial report**

Management is responsible for the preparation of the financial report that gives a true and fair view in accordance with Australian Accounting Standards and the *Associations Incorporations Act 2015* and for such internal control as the directors determine is necessary to enable the preparation of the financial report that gives a true and fair view and is free from material misstatement, whether due to fraud or error.

In preparing the financial report, Management is responsible for assessing the ability of the Association to continue as a going concern, disclosing, as applicable, matters related to going concern and using the going concern basis of accounting unless Management either intend to liquidate the Association or to cease operations, or have no realistic alternative but to do so.

The directors are responsible for overseeing the Association's financial reporting process.

---

### **Auditor's responsibilities for the audit of the financial report**

Our objectives are to obtain reasonable assurance about whether the financial report as a whole is free from material misstatement, whether due to fraud or error, and to issue an auditor's report that includes our opinion. Reasonable assurance is a high level of assurance but is not a guarantee that an audit conducted in accordance with the Australian Auditing Standards will always detect a material misstatement when it exists. Misstatements can arise from fraud or error and are considered material if, individually or in the aggregate, they could reasonably be expected to influence the economic decisions of users taken on the basis of the financial report.

A further description of our responsibilities for the audit of the financial report is located at the Auditing and Assurance Standards Board website at: [http://www.auasb.gov.au/auditors\\_responsibilities/ar4.pdf](http://www.auasb.gov.au/auditors_responsibilities/ar4.pdf). This description forms part of our auditor's report.

PricewaterhouseCoopers

Craig Heatley  
Partner

Perth  
23 November 2022



### Auditor's Independence Declaration

As lead auditor for the audit of Celebrate Western Australia (Inc.) for the year ended 30 June 2022, I declare that to the best of my knowledge and belief, there have been no contraventions of any applicable code of professional conduct in relation to the audit.

A handwritten signature in black ink, appearing to read 'Craig Heatley'.

Craig Heatley  
Partner  
PricewaterhouseCoopers

Perth  
23 November 2022

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